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Bib Data Sheet

CONFIRMATION NO. 9535

SERIAL NUMBER 09/917,792	FILING DATE 07/31/2001 RULE	CLASS 705	GROUP ART UNIT 2163	ATTORNEY DOCKET NO. 50442.010200
APPLICANTS Alan D. Gould, New York, NY; Kenneth S. Orkin, New York, NY; Trevor Chung, New York, NY; Cheryl Idell, Hewlett Neck, NY;				
** CONTINUING DATA ***** THIS APPLN CLAIMS BENEFIT OF 60/221,776 07/31/2000 <i>OK my JK</i>				
** FOREIGN APPLICATIONS ***** <i>Naru JK</i>				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED.. SMALL ENTITY ** ** 09/08/2001				
Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after met Allowance Verified and <i>MS</i> Acknowledged Examiner's Signature Initials		STATE OR COUNTRY NY	SHEETS DRAWING 111	TOTAL CLAIMS 25
		INDEPENDENT CLAIMS 8		
ADDRESS 22191				
TITLE Computerized system and method for increasing the effectiveness of advertising				
FILING FEE RECEIVED 690	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	